

## **Does Des Moines meet the NCAA Requirements for hosting a Regional Men's Basketball Tournament?**

Your goal is to begin to gather research about what is required by the NCAA to be a host for 2nd/3rd round of the Men's NCAA Basketball Tournament. This research will focus on Secondary sources of information from which you need to gather in order to better prepare your Marketing Plan and presentation to the NCAA. This document will be your source of information about meeting the NCAA Requirements.

**You must use Secondary Research to discover the following:**

*(All discoveries must include the source to back up your findings)*

**Each finding must include the following information:**

- 1.) A clear summary of the research findings.*
- 2.) Tables, Charts, or descriptions to support summary*
- 3.) Links or documents connecting your findings to the source of information.*
- 4.) Description of how you think it would best meet NCAA requirements compared to other potential host cities.*

- 1.) Hotel Rooms - Close Proximity (3 Miles) and number of.**
- 2.) Area Seating Capacity - Must be at least 10,000 and Amenities**
- 3.) Flights: (# of Airlines, Flights per day, connections to hotels)**
- 4.) Public and Local Transportation: (Vehicles, Bus Routes, etc...)**
- 5.) Restaurants/Activities for Attendees: (Number of, Variety, locations/proximity)**
- 6.) Attendance Potential - (Similar to Market Potential)**
- 7.) Previous NCAA Championship Hosts - Attendance and Receipts, Information**

**Identify the Potential Economic Impact - Estimate the overall Economic Impact of hosting a NCAA Regional.**

*- Develop a Formula that would potentially show the results of the impact of those attending the event. (How many involved and what would the potential dollar impact be)*